Tobacco Use Prevention and Control UNI-CSBR Quarterly Report (7/1/12 - 9/30/12)

Prepared by Center for Social and Behavioral Research University of Northern Iowa

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For
Iowa Department of Public Health
Division of Tobacco Use Prevention and Control

TUPC Mission Statement

To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

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As part of the surveillance and evaluation of tobacco use prevention and control efforts in Iowa, the Division of Tobacco Use Prevention and Control contracts with the University of Northern Iowa (UNI) Center for Social and Behavioral Research (CSBR).

Tobacco Cessation Program Evaluation

The first quarter of FY13 included follow-up interviews and creation/submission of the FY2012 Tobacco Cessation Program Evaluation annual report.

Data collection continued with both the 7-month and the 13-month follow-up cohorts. See Table 1 for monthly data collection breakdown. In the first quarter (July through September), 496 interviews were completed. Of these, 270 were in the 7-month cohort and 226 in the 13-month cohort. See Table 2 for first quarter quit rates and satisfaction ratings among respondents in both cohorts.

Table 1: Number of completed interviews, by cohort and month

Month	Number of completed	Number of completed	
	7-month interviews	13-month interviews	
July	88	59	
August	94	85	
September	88	82	

Table 2: Ouit rates and satisfaction ratings among all respondents, FY13 – O1

Question	7-month	13-month
	(n = 270)	(n = 226)
SF2. Have you smoked any cigarettes or used any other tobacco, even a puff or pinch, in the last 30 days? (% responding NO)	25.2%	23.9%
SF1. Overall, how satisfied were you with the services you received from the Quitline?		
Very satisfied	34.8%	33.2%
Mostly satisfied	26.3%	22.6%
Somewhat satisfied	22.6%	22.6%
Not at all satisfied	14.4%	19.9%
Don't know/Not sure or Refused	1.8%	1.7%
WQ1A. Have you visited the Quitline Iowa website, www.quitlineiowa.org? (% responding YES)	22.6%	21.2%